

**ITEM 6. TENDER - SYDNEY CHRISTMAS 2016 – PITT STREET MALL  
ACTIVATION**

**FILE NO: S126946.008**

**TENDER NO: 1613**

**SUMMARY**

This report provides details of the tenders received for Sydney Christmas 2016 – Pitt Street Mall Activation (an interactive light installation).

Christmas is an important festive season for the visitors, residents and businesses of Sydney. Each year the City of Sydney develops a unique and cohesive program celebrating Christmas. The City supports this seasonal celebration by producing Christmas concerts, decorating City streets, light installations and activations within significant precincts, providing grants to community groups and coordinating marketing initiatives on behalf of retailers and event promoters.

The City recognises that in addition to community outcomes, an enlivened city centre and villages at Christmas also afford greater economic outcomes for the business community. To that end, the Retail Advisory Panel has been instrumental in the development and expansion of the City's program; providing advice to help position the city as a 'must see' destination for Christmas.

The tender was called for an activation for Pitt Street Mall.

This report recommends that Council accept the tender offer of Tenderer 'A' for the Sydney Christmas 2016 Pitt Street Mall activation.

**RECOMMENDATION**

It is resolved that:

- (A) Council accept the tender offer of Tenderer 'A' for the Pitt Street Mall Activation for Christmas 2016; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer the contracts relating to the tender.

**ATTACHMENTS**

**Attachment A:** Tender Evaluation Summary (Confidential)

**(As Attachment A is confidential, it will be circulated separately from the agenda paper and to Councillors and relevant senior staff only.)**

**BACKGROUND**

1. Christmas is an important festive season for the visitors, residents and businesses of Sydney. The City supports this seasonal celebration by producing Christmas concerts, decorating City streets, light installations and activations within significant precincts, providing grants to community groups and coordinating marketing initiatives on behalf of retailers and event promoters.
2. Ensuring a cohesive design through all our Christmas elements, the City's theme for Christmas decorations, light installations and activations for 2016 will be the Christmas tree, the evergreen symbol of celebration and life. This timeless, international symbol of giving will be the centrepiece of Sydney Christmas 2016.
3. Partners from business, community and cultural sectors are encouraged to participate and to build on the City's investment in Christmas so as to amplify the experience. However, to do so effectively requires a unifying theme.
4. The Christmas theme has been rolled out over the past three years and 2016 will be the final year for the program.
5. Note that an Expression of Interest 2017-2021 was released on 15 March 2016 seeking responses to transform Sydney, featuring a new iconic Christmas tree for Martin Place, supported by other trees and major installations and outdoor decorations - a contemporary, immersive and experiential offering that will support Sydney's position as a desired destination at this special time of year.
6. In previous years, the City has identified Pitt Street Mall as a prominent landmark within the retail portion of the CBD with installations of Christmas decorations and activations. The Pitt Street Mall, located between Market Street and King Street, is a pedestrian thoroughfare with street furniture, trees and a special catenary lighting system suspended above that can be utilised for feature and event lighting.
7. In 2015, the City utilised the catenary lighting system to support a canopy of lights entitled Boulevard of Light consisting of 62,000 warm white fairy lights. The design provided a transformative and immersive experience generating positive media coverage and engagement via social media.
8. The existing catenary lighting system along Pitt Street Mall was incorporated into the design through reprogramming of the light system to provide a complementary element to the installation.
9. The experience operated nightly from 8pm for approximately five weeks in the lead-up to Christmas from Thursday 27 November to January 2016. Due to the success of the installation, Boulevard of Lights remained throughout New Year's Eve until the first week in January 2016.

**INVITATION TO TENDER**

10. The Tender was advertised in The Sydney Morning Herald, The Daily Telegraph and Council's E-tender website on 9 February 2016.
11. The tender was open to the public from Tuesday 9 February 2016 until Tuesday 1 March 2016.

12. Tenderers were asked to provide a lump sum tender price for the delivery of Christmas Activation for Pitt Street Mall Christmas 2016.

**TENDER SUBMISSIONS**

13. Four submissions were received from the following organisations (listed alphabetically):
- 32 Hundred Lighting Pty Ltd
  - Mandylights Pty Ltd (x 2 options)
  - MK Illumination Pty Ltd (x 3 options)
  - Out of the Dark Ltd
14. No late submissions were received.

**TENDER EVALUATION**

15. All members of the Tender Evaluation Panel have signed Pecuniary Interest Declarations. No pecuniary interests were noted.
16. The relative ranking of tenders as determined from the total weighted score is provided in the confidential Tender Evaluation Summary – Attachment A.
17. All submissions were assessed in accordance with the approved evaluation criteria being:
- (a) demonstrated capacity, technical ability and experience in services of similar nature;
  - (b) experience and background in similar works including personnel, subcontractors and suppliers / references;
  - (c) design, visual and technical aspect of proposed submission in accordance with the scope;
  - (d) pedestrian and traffic management;
  - (e) environmental management;
  - (f) Work, Health and Safety;
  - (g) financial and commercial trading integrity including insurances; and
  - (h) lump sum price and schedule of prices.

**PERFORMANCE MEASUREMENT**

18. City Projects will manage the contracts and ensure delivery of the works by meeting regularly with the recommended tenderer and monitoring their progress and quality of the works.

19. Work safety method statements, programs, engineering certification, sample products and Workplace Health and Safety Plans will be obtained from the successful tenderer to ensure the works satisfy the City's requirements through workplace inspections.
20. The vision for Sydney Christmas 2016 is bringing the spirit of Christmas to all who live in and visit the City of Sydney and to the surrounding villages within the LGA. Sustainable Sydney 2030 commits the City to pursue sustainability objectives within the delivery of Sydney Christmas. Ongoing review of the Christmas decorations and the City's delivery process will enable the City to demonstrate its leadership and achieve the goals and targets within Sustainable Sydney 2030. Sydney Christmas aligns with the strategic directions of a globally competitive and innovative city; a leading environmental performer and a cultural and creative city.

### **FINANCIAL IMPLICATIONS**

21. There are sufficient funds allocated for this project within next year's plant and asset and operating budget.

### **RELEVANT LEGISLATION**

22. The tender has been conducted in accordance with the Local Government Act 1993, the Local Government (General) Regulation 2005 and the City's Contracts Policy.
23. Attachment A contains confidential commercial information of the tenderers and details of Council's tender evaluation and contingencies which, if disclosed, would:
  - (a) confer a commercial advantage on a person with whom Council is conducting (or proposes to conduct) business; and
  - (b) prejudice the commercial position of the person who supplied it.
24. Discussion of the matter in an open meeting would, on balance, be contrary to the public interest because it would compromise Council's ability to negotiate fairly and commercially to achieve the best outcome for its ratepayers.

### **CRITICAL DATES / TIME FRAMES**

25. The following details the program to be followed for the delivery of the Christmas trees and decorations for Christmas 2016:

(a) Contract Award and preparations for work	April 2016
(b) Design development completed and signoff	October 2016
(c) Commence installation	November 2016
(d) Program and testing	22-23 November 2016
(e) Official Launch	24 November 2016
(f) Christmas display period	Nov 2016 – Jan 2017
26. The timeline for the delivery of the Christmas program is critical and dependent on the lead-times of the provision of materials.

**OPTIONS**

27. Reject the tender and negotiate for the supply and installation of the Pitt Street Mall activations for Christmas 2016. This option is not recommended, as it is not considered a benefit for the outcome of the tender.
28. Accept the recommendation and award the delivery of the Pitt Street Mall activations Christmas 2016 to Tenderer 'A', which is considered the most appropriate outcome for the City.

**PUBLIC CONSULTATION**

29. Ongoing consultation with the City's Retail Advisory Panel is proposed through discussion at the Panel's Quarterly meetings, and the development of the project will be guided by a special Christmas sub-committee of the Panel which holds regular meetings.
30. Further enhancement will be carried out to the Sydney Christmas website via What's On to engage residents, workers and visitors with the Christmas program to provide up-to date information and reasons to revisit Sydney during the festive period.

**AMIT CHANAN**

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